

1 **CLAIMS**

2

3 1. A media content playback system, comprising:

4 a graphics processor configured to process media content for display;

5 a playback application configured to:

6 receive a media content navigation input; and

7 obtain an advertisement to be rendered when the media content

8 navigation input is received.

9

10 2. A media content playback system as recited in claim 1, further

11 comprising one or more audio components configured to render the advertisement

12 as audio.

13

14 3. A media content playback system as recited in claim 1, further

15 comprising one or more audio components configured to render the advertisement

16 as an audible message.

17

18 4. A media content playback system as recited in claim 1, wherein the

19 graphics processor is further configured to process advertisement data to display

20 the advertisement as a logo.

21

22 5. A media content playback system as recited in claim 1, wherein the

23 graphics processor is further configured to process advertisement data to display

24 the advertisement as an animated logo.

25

1           6.     A media content playback system as recited in claim 1, wherein the  
2 playback application is further configured to generate a navigation indicator for  
3 display on the media content, the navigation indicator corresponding to the media  
4 content navigation input.

5  
6           7.     A media content playback system as recited in claim 1, wherein:  
7           the playback application is further configured to generate a navigation  
8 indicator for display on the media content, the navigation indicator corresponding  
9 to the media content navigation input; and  
10          the graphics processor is further configured to process advertisement data  
11 to display the advertisement while the navigation indicator is displayed.

12  
13          8.     A media content playback system as recited in claim 1, further  
14 comprising one or more audio components configured to render audio, and  
15 wherein:

16          the advertisement includes a logo and corresponding audio;  
17          the graphics processor is further configured to process advertisement data  
18 to display the logo; and  
19          the one or more audio components are further configured to render the  
20 corresponding audio while the logo is displayed.

1           **9.**     A media content playback system as recited in claim 1, wherein:  
2           the graphics processor is further configured to process the media content to  
3 display a program on a display device;  
4           the playback application is further configured to:  
5                 receive the media content navigation input as a command to  
6 skip-ahead in the program;  
7                 generate a navigation indicator for display over the program on the  
8 display device; and  
9                 obtain the advertisement for display over the program on the display  
10 device while the navigation indicator is displayed.

11  
12           **10.**    A media content playback system as recited in claim 1, wherein:  
13           the graphics processor is further configured to process the media content to  
14 display a program on a display device;  
15           the playback application is further configured to:  
16                 receive the media content navigation input as at least one of a  
17 command to play the program, skip-ahead in the program, skip-back in the  
18 program, pause the program, and stop the program;  
19                 generate a navigation indicator for display over the program on the  
20 display device; and  
21                 obtain the advertisement for display over the program on the display  
22 device while the navigation indicator is displayed.

1           **11.**    A media content playback system as recited in claim 1, wherein the  
2 playback application is further configured to obtain the advertisement from an  
3 advertisement data store.

4  
5           **12.**    A media content playback system as recited in claim 1, wherein the  
6 playback application is further configured to obtain the advertisement from a  
7 content provider.

8  
9           **13.**    A media content playback system as recited in claim 1, wherein the  
10 playback application is further configured to obtain the advertisement from  
11 program guide data.

12  
13           **14.**    A media content playback system as recited in claim 1, further  
14 comprising a cache configured to maintain the advertisement when received as  
15 additional content integrated with the media content, and wherein the playback  
16 application is further configured to obtain the advertisement from the cache to  
17 render the advertisement.

18  
19           **15.**    A media content playback system as recited in claim 1, further  
20 comprising a cache configured to maintain an index to the advertisement, and  
21 wherein the playback application is further configured to utilize the index to obtain  
22 the advertisement from an advertisement data store to render the advertisement.

1       16. A media content playback system as recited in claim 1, further  
2 comprising a cache configured to maintain an index to the advertisement, and  
3 wherein the playback application is further configured to utilize the index to obtain  
4 the advertisement from a content provider to render the advertisement.

5  
6       17. A media content playback system as recited in claim 1, further  
7 comprising:

8       an advertisement store configured to maintain the advertisement;

9       a cache configured to maintain an index to the advertisement, the index  
10 received with the media content; and

11       wherein the playback application is further configured to utilize the index  
12 to obtain the advertisement from the advertisement store to render the  
13 advertisement.

14  
15       18. A media content playback system as recited in claim 1, further  
16 comprising an advertisement store configured to maintain one or more  
17 advertisements, and wherein:

18       the graphics processor is further configured to process the media content to  
19 display a program on a display device; and

20       the playback application is further configured to obtain the advertisement  
21 from the one or more advertisements based on at least one of a time of day, a type  
22 of the program, and a program channel on which the program is broadcast.

1           **19.** A media content playback system as recited in claim 1, further  
2 comprising:

3           an advertisement store configured to maintain one or more advertisements;  
4           a cache configured to maintain a playlist that designates an order in which  
5 the one or more advertisements are to be rendered; and

6           wherein the playback application is further configured to obtain the  
7 advertisement from the one or more advertisements according to the playlist.

8  
9           **20.** A television-based client device comprising the media content  
10 playback system as recited in claim 1.

11  
12           **21.** A digital video recorder comprising the media content playback  
13 system as recited in claim 1.

14  
15           **22.** A media content playback system, comprising:  
16 one or more audio components configured to render media content as  
17 audio;  
18 a playback application configured to:  
19           receive a media content navigation input;  
20           generate a navigation indicator for display, the navigation indicator  
21 corresponding to the media content navigation input; and  
22           obtain an advertisement to be rendered while the navigation  
23 indicator is displayed.

1           23.    A media content playback system as recited in claim 22, wherein the  
2 one or more audio components are further configured to render the advertisement  
3 as audio.

4  
5           24.    A media content playback system as recited in claim 22, wherein the  
6 one or more audio components are further configured to render the advertisement  
7 as an audible message.

8  
9           25.    A media content playback system as recited in claim 22, further  
10 comprising a graphics processor configured to process advertisement data to  
11 display the advertisement as a logo.

12  
13           26.    A media content playback system as recited in claim 22, further  
14 comprising a graphics processor configured to process advertisement data to  
15 display the advertisement as an animated logo.

16  
17           27.    A media content playback system as recited in claim 22, further  
18 comprising a graphics processor configured to process advertisement data to  
19 display a logo, and wherein:

20               the advertisement includes the logo and corresponding audio; and

21               the one or more audio components are further configured to render the  
22 corresponding audio while the logo is displayed.

1       **28.**    A media content playback system as recited in claim 22, wherein:  
2       the one or more audio components are further configured to render the  
3       media content as music; and

4       the playback application is further configured to receive the media content  
5       navigation input as at least one of a command to play the music, skip-ahead in the  
6       music, skip-back in the music, pause the music, and stop the music.

7  
8       **29.**    A media content playback system as recited in claim 22, further  
9       comprising a cache configured to maintain the advertisement when received as  
10      additional content integrated with the media content, and wherein the playback  
11      application is further configured to obtain the advertisement from the cache to  
12      render the advertisement.

13  
14      **30.**    A media content playback system as recited in claim 22, further  
15      comprising a cache configured to maintain an index to the advertisement, and  
16      wherein the playback application is further configured to utilize the index to obtain  
17      the advertisement from an advertisement data store to render the advertisement.

18  
19      **31.**    A media content playback system as recited in claim 22, further  
20      comprising a cache configured to maintain an index to the advertisement, and  
21      wherein the playback application is further configured to utilize the index to obtain  
22      the advertisement from a content server to render the advertisement.



1           32. A media content playback system as recited in claim 22, further  
2 comprising:

3           an advertisement store configured to maintain the advertisement;  
4           a cache configured to maintain an index to the advertisement; and  
5           wherein the playback application is further configured to utilize the index  
6 to obtain the advertisement from the advertisement store to render the  
7 advertisement.

8  
9           33. A portable client device comprising the media content playback  
10 system as recited in claim 22.

11  
12           34. A digital video recorder comprising the media content playback  
13 system as recited in claim 22.

14  
15           35. A content provider, comprising:  
16           an advertisement data store configured to maintain one or more  
17 advertisements corresponding to media content navigation;  
18           an advertisement distribution application configured to:  
19               receive a request for an advertisement associated with a media  
20 content navigation input;  
21               obtain the advertisement from the advertisement data store; and  
22               communicate the advertisement to a client device for display with a  
23 navigation indicator that corresponds to the media content navigation input.  
24  
25

1           **36.**    A content provider as recited in claim 35, wherein the advertisement  
2 distribution application is further configured to receive the request as an index to  
3 the advertisement.

4  
5           **37.**    A content provider as recited in claim 35, further comprising:  
6 a content server configured to:  
7               communicate media content to the client device;  
8               communicate an index to the advertisement to the client device; and  
9 wherein the advertisement distribution application is further configured to  
10 receive the request as the index to the advertisement.

11  
12           **38.**    A content provider as recited in claim 35, further comprising:  
13 a content server configured to:  
14               communicate media content to the client device;  
15               communicate an advertisement playlist to the client device; and  
16 wherein the advertisement distribution application is further configured to  
17 receive the request as an index of the advertisement playlist.

18  
19           **39.**    A content provider as recited in claim 35, further comprising a  
20 content server configured to:  
21               communicate media content to the client device; and  
22               communicate the advertisement to the client device based on at least one of  
23 a time of day and a type of the media content.

1           **40.**    A method, comprising:  
2           maintaining one or more advertisements corresponding to media content  
3 navigation;  
4           receiving a request for an advertisement associated with a media content  
5 navigation input;  
6           obtaining the advertisement from the advertisement data store; and  
7           communicating the advertisement to a client device for display with a  
8 navigation indicator that corresponds to the media content navigation input.

9  
10          **41.**    A method as recited in claim 40, wherein receiving the request  
11 includes receiving the request as an index to the advertisement.

12  
13          **42.**    A method as recited in claim 40, further comprising:  
14 communicating media content to the client device;  
15 communicating an index to the advertisement to the client device; and  
16 wherein receiving the request includes receiving the request as the index to  
17 the advertisement.

18  
19          **43.**    A method as recited in claim 40, further comprising:  
20 communicating media content to the client device;  
21 communicating an advertisement playlist to the client device; and  
22 wherein receiving the request includes receiving the request as an index of  
23 the advertisement playlist.

1       **44.**    A method as recited in claim 40, further comprising:  
2       communicating media content to the client device; and  
3       communicating the advertisement to the client device based on at least one  
4 of a time of day and a type of the media content.

5  
6       **45.**    A method, comprising:  
7       rendering media content;  
8       receiving a media content navigation input;  
9       displaying a navigation indicator corresponding to the media content  
10 navigation input; and  
11       rendering an advertisement in addition to the media content while the  
12 navigation indicator is displayed.

13  
14       **46.**    A method as recited in claim 45, wherein the advertisement is  
15 rendered as audio.

16  
17       **47.**    A method as recited in claim 45, wherein the advertisement is  
18 rendered as an audible message.

19  
20       **48.**    A method as recited in claim 45, wherein rendering the  
21 advertisement includes displaying the advertisement as a logo.

22  
23       **49.**    A method as recited in claim 45, wherein rendering the  
24 advertisement includes displaying the advertisement as an animated logo.  
25

1       **50.** A method as recited in claim 45, wherein rendering the  
2 advertisement includes displaying the advertisement as a logo and rendering an  
3 audible message corresponding to the logo.

4  
5       **51.** A method as recited in claim 45, wherein:  
6 rendering the media content includes displaying a program on a display  
7 device;  
8 the media content navigation input is received as a command to skip-ahead  
9 in the program;  
10 the navigation indicator is displayed over the program on the display  
11 device; and  
12 rendering the advertisement includes displaying the advertisement over the  
13 program on the display device while the navigation indicator is displayed.

14  
15       **52.** A method as recited in claim 45, wherein:  
16 rendering the media content includes displaying a program on a display  
17 device;  
18 the media content navigation input is received as at least one of a command  
19 to play the program, skip-ahead in the program, skip-back in the program, pause  
20 the program, and stop the program;  
21 the navigation indicator is displayed over the program on the display  
22 device; and  
23 rendering the advertisement includes displaying the advertisement over the  
24 program on the display device while the navigation indicator is displayed.

1       **53.**    A method as recited in claim 45, further comprising:  
2       receiving the advertisement from a content provider;  
3       caching the advertisement; and  
4       obtaining the advertisement from the cache to render the advertisement.  
5  
6       **54.**    A method as recited in claim 45, further comprising:  
7       receiving an index corresponding to the advertisement;  
8       caching the index; and  
9       utilizing the index to obtain the advertisement from an advertisement data  
10      store to render the advertisement.  
11  
12      **55.**    A method as recited in claim 45, further comprising:  
13      receiving an index corresponding to the advertisement;  
14      caching the index; and  
15      utilizing the index to obtain the advertisement from a content provider to  
16      render the advertisement.  
17  
18      **56.**    A method as recited in claim 45, further comprising:  
19      receiving a playlist of advertisements;  
20      caching the playlist; and  
21      utilizing the playlist to obtain the advertisement from an advertisement data  
22      store to render the advertisement.  
23  
24  
25

1       **57.**     A method as recited in claim 45, further comprising:  
2       receiving a playlist of advertisements;  
3       caching the playlist; and  
4       utilizing the playlist to obtain the advertisement from a content provider to  
5       render the advertisement.

6  
7       **58.**     A method as recited in claim 45, further comprising:  
8       receiving one or more advertisements;  
9       receiving a playlist that designates an order in which the one or more  
10      advertisements are to be rendered; and  
11      obtaining the advertisement from the one or more advertisements according  
12      to the playlist.

13  
14      **59.**     A method as recited in claim 45, further comprising:  
15      receiving one or more advertisements;  
16      maintaining the one or more advertisements in an advertisement data store;  
17      obtaining the advertisement from the advertisement data store to render the  
18      advertisement; and  
19      wherein the media content is rendered as a program and the advertisement  
20      is obtained based on at least one of a time of day, a type of the program, and a  
21      program channel on which the program is broadcast.

1           **60.**     A method as recited in claim 45, further comprising:  
2           receiving an additional media content navigation input;  
3           displaying an additional navigation indicator corresponding to the  
4           additional media content navigation input; and  
5           rendering the advertisement while the additional navigation indicator is  
6           displayed.

7  
8           **61.**     A method as recited in claim 45, further comprising:  
9           receiving an additional media content navigation input;  
10          displaying an additional navigation indicator corresponding to the  
11          additional media content navigation input; and  
12          rendering a second advertisement while the additional navigation indicator  
13          is displayed.

14  
15          **62.**     One or more computer-readable media comprising computer  
16          executable instructions that, when executed, direct a television-based client device  
17          to perform the method of claim 45.

18  
19          **63.**     One or more computer-readable media comprising computer  
20          executable instructions that, when executed, direct a digital video recorder to  
21          perform the method of claim 45.



1           **64.** One or more computer-readable media comprising computer  
2 executable instructions that, when executed, direct a device to:

3           display a program on a display device;

4           display a navigation indicator on the display device when a media content  
5 navigation input is received; and

6           render an advertisement in addition to the media content while the  
7 navigation indicator is displayed.

8  
9           **65.** One or more computer-readable media as recited in claim 64, further  
10 comprising computer executable instructions that, when executed, direct the client  
11 device to render the advertisement as audio.

12  
13           **66.** One or more computer-readable media as recited in claim 64, further  
14 comprising computer executable instructions that, when executed, direct the client  
15 device to render the advertisement as an audible message.

16  
17           **67.** One or more computer-readable media as recited in claim 64, further  
18 comprising computer executable instructions that, when executed, direct the client  
19 device to render the advertisement as a logo displayed on the display device.

20  
21           **68.** One or more computer-readable media as recited in claim 64, further  
22 comprising computer executable instructions that, when executed, direct the client  
23 device to render the advertisement as an animated logo displayed on the display  
24 device.  
25

1           **69.**     One or more computer-readable media as recited in claim 64, further  
2 comprising computer executable instructions that, when executed, direct the client  
3 device to display the navigation indicator when the media content navigation input  
4 is received as at least one of a command to play the program, skip-ahead in the  
5 program, skip-back in the program, pause the program, and stop the program.

6  
7           **70.**     One or more computer-readable media as recited in claim 64, further  
8 comprising computer executable instructions that, when executed, direct the client  
9 device to cache the advertisement when the advertisement is received from a  
10 content provider, and obtain the advertisement from the cache to render the  
11 advertisement.

12  
13           **71.**     One or more computer-readable media as recited in claim 64, further  
14 comprising computer executable instructions that, when executed, direct the client  
15 device to cache an index corresponding to the advertisement, and utilize the index  
16 to obtain the advertisement from an advertisement data store to render the  
17 advertisement.

18  
19           **72.**     One or more computer-readable media as recited in claim 64, further  
20 comprising computer executable instructions that, when executed, direct the client  
21 device to cache an index corresponding to the advertisement, and utilize the index  
22 to obtain the advertisement from a content provider to render the advertisement.  
23  
24  
25

1           **73.**     One or more computer-readable media as recited in claim 64, further  
2 comprising computer executable instructions that, when executed, direct the client  
3 device to cache a playlist of advertisements, and utilize the playlist to obtain the  
4 advertisement from an advertisement data store to render the advertisement.

5  
6           **74.**     One or more computer-readable media as recited in claim 64, further  
7 comprising computer executable instructions that, when executed, direct the client  
8 device to cache a playlist of advertisements, and utilize the playlist to obtain the  
9 advertisement from a content provider to render the advertisement.

10  
11           **75.**     One or more computer-readable media as recited in claim 64, further  
12 comprising computer executable instructions that, when executed, direct the client  
13 device to obtain the advertisement based on at least one of a time of day, a type of  
14 the program, and a program channel on which the program is broadcast.